

## Our Path to First Choice No. 20

Everyone,

Here is Path Note No. 20. Anyone aside from me ready for spring?

\*\*\*

### Our Path Topic

We have reached the end of the framework for our ongoing improvement—the final section of the Results category. There is certainly a lot to this section, but not as involved as some of the other areas.

As we examine the final area of Results we have to consider what customer-focused performance results we collect, maintain, and review. The two areas of consideration in customer-focused performance results are 1) Student and Other Customer Satisfaction and 2) Student and Other Customer Engagement.

We need to establish a system or processes for learning about our student and customer satisfaction and dissatisfaction results. Knowing what our current Levels and Trends in key measures or indicators of student and other customer satisfaction and dissatisfaction is very beneficial. Do we survey students, parents, and the community? Do we focus group? Do we have advisories to the superintendent or others? If we do, how do the results from these tools compare to our competitors like other local districts, districts in our IU 12 or in the state, districts across the country, and local private and charter schools? Are the results looking at our services and educational programs? How do the results differ by program and service, student and other customer groupings, and market segments? Market segment—other schools as mentioned above.

When looking at student and other customer engagement, we need to look at our current levels and trends in key measures or indicators of student and other customer engagement, including those building relationships with students and other customers? How do these results compare over the course of our students' and other customers' relationship with WASD? How do these results differ by educational program and service offerings, student and other customer groups, and market segments, as appropriate?

These two major questions pertaining to student and other stakeholder satisfaction and engagement are absolutely essential to determining whether or not we are *First Choice* in the eyes of who we serve. Such results, regardless data from surveys, focus groups, advisories, parent involvement data, or any other form of measurement, will be a critical factor in realizing if we are improving or not in the eyes of our students, parents, community, and other customers.

\*\*\*

### Review for You

- What is ADLI (Approach/Deployment/Learning/Integration)?

### Events

- A reminder—No school for students on January 12<sup>th</sup>. It is an in-service day.
- Another reminder—Schools are closed on January 15<sup>th</sup> for Martin Luther King, Jr.'s Birthday.
- One more reminder—Two hour delay on January 23<sup>rd</sup> for students.

### School Board Meeting

- A school board meeting was held last night. Board approved the abolishment of Drivers Education and the creation of a Comprehensive (all-day) Kindergarten program being the 2018/19 school year.

### Status Updates

- As you know, Communication was our first District Focus Point for the 2017/18 School Year. A team will be led by Dr. Diane McCallum, our Summitview principal, to examine, evaluate, devise and implement a

communication plan for WASD. Having a Communication Team will help us continuously look at our Opportunities for Improvement regarding our communication with students, parents, staff, vendors, partners, collaborators, and community. This is certainly another important step to improving our communications in WASD.

### Piece of the Puzzle

- This week's Piece of the Puzzle is Mrs. Melissa Forney, a para-professional at Summitview. Melissa went above and beyond, not just as an educator, as a hero by her swiftness to assist a student that was choking. The parents were grateful for the actions Mrs. Forney took to help their child. Not only a kudos to Melissa, but an admiration of such a deed. Any parent would feel better knowing that someone like Melissa is working in their child's school. When you see her, please congratulate her.

### Review Answers

- ADLI or Approach/Deployment/Learning/Integration is an organizational process and planning tool. It is universally used more as a process evaluation tool. It would help the understanding of how well the process is working?
  - Approach—is there an approach or a plan for the process or initiative?
  - Deployment—is it fully deployed to all the stakeholders that need to be communicated with?
  - Learning—are there measurements or reviews in place to learn how well the process or plan is working? Do the results show changes or adjustments need done?
  - Integration—does it integrate with other processes, initiatives, or plans to make sure things align?
- Using ADLI in anything you do whether you are an administrator, a teacher, a custodian, cafeteria worker, para, or any other position, can use this tool to improve the things you do.

\*\*\*

### Final Thoughts

- *The more you engage your customers, the clearer things become and the easier it is to determine what you should be doing.*—John Russell, President of Harley Davidson
- *Truly listening is hearing the needs of the customer, understanding those needs and making sure the company recognizes the opportunities they present.*—Frank Eliason, Global Director of Client Experience Team at Citi
- *Get closer than ever to your customers. So close that you tell them what they need well before they realize it themselves.*—Steve Jobs of Apple, Inc
- *You've got to start with the customer experience and work back toward the technology—not the other way around.*—Steve Jobs of Apple, Inc.
- *Your most unhappy customers are your greatest source of learning.*—Bill Gates of Microsoft.
- *Without doubt, there are lots of ways to measure the pulse of a business. But if you have employee engagement, customer satisfaction, and cash flow right, you can be sure your company is healthy and on the way to winning.*—Jack Welch- former CEO of GE.
- *Do what you do so well that they will want to bring their friends.*—Walt Disney

\*\*\*

Have a great rest of the week. Take care!